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Automotive News

August 6, 1990

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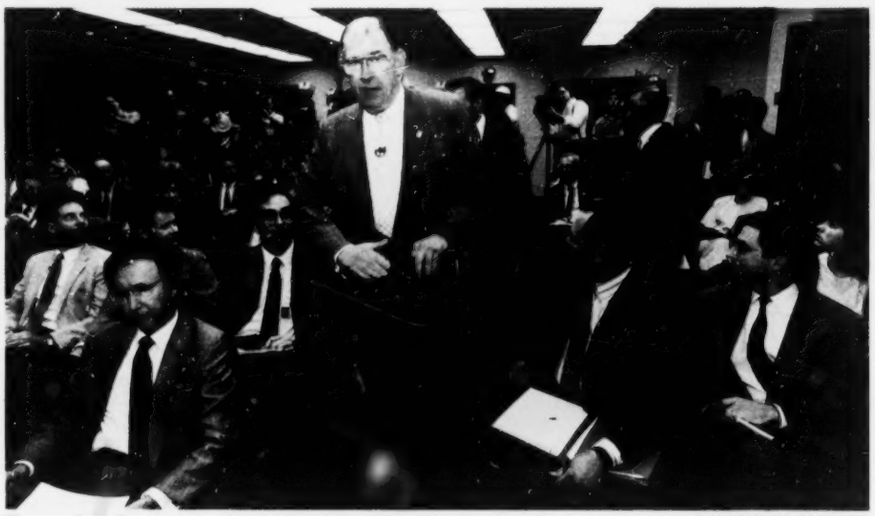

AUTOMOTIVE NEWS/JOE WILSSENS

Team leader

General Motors' new chairman, Robert C. Stempel, center, leads his management team in for its first press conference last Wednesday, one day after Roger B. Smith ended his 9½-year reign. Story on Page 3.

Chrysler restrains 1991 price hike to cut rebate burden

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — In a departure from traditional Big 3 pricing strategy, Chrysler Corp. said it will increase 1991 model domestic car prices less than 1 percent on a comparably equipped basis in an effort to wean the company from incentives and rebates built into higher prices.

Chrysler's strategy assumes that General Motors and Ford Motor Co. will raise 1991 car prices about 3.5 to 4.0 percent and continue to offer hefty buying incentives and rebates.

Chrysler will try to break from the pack by reducing the number and amount of vehicle incentives offered in the 1991 model year and instead rely on sticker prices it hopes will be lower than those of domestic competitors.

"We are trying to take a modest price increase and improve our competitive position and improve our market share," said Bennett E. Bidwell, Chrysler Motors chairman. "And we hope that we can de-escalate incentives and rebates to some degree. Time will tell. The marketplace will tell.

"If the competition increases rebates and beats our brains out, we will have to revisit the subject."

There are no changes in the dealer discount, but the new Dodge Shadow America and Plymouth Sundance America will carry a 10 percent discount, compared with 13 percent on other Shadows and Sundances.

Chrysler said its tentative 1991 domestic car prices are up 0.9 percent over current 1990-model prices on a comparably equipped and sales-weighted basis.

The tentative 1991 model year prices are an average of 1.3 percent higher than comparably equipped

see CHRYSLER, page 42

Growing pains vex transplants

Overcapacity, falling car sales diminish aura of invincibility

By Lindsay Chappell
AUTOMOTIVE NEWS STAFF REPORTER

TRANSPLANTS

Honda of America Manufacturing Inc., that shining example of Japanese manufacturing perfection in the United States, has its headaches, too.

In a few weeks, the Marysville, Ohio, carmaker will launch its 1991 Accord, proudly becoming the first Japanese automaker ever to build a 75 percent domestic content car in the United States.

The milestone means that, under federal government rules, the Accord becomes a "domestic" car — an achievement that follows nearly a decade of political pressures to increase the use of U.S.-made parts.

But as Honda's only domestic car, the Accord must meet EPA fuel-economy requirements alone, without the averages of Honda's other, more fuel-efficient cars. It won't, and next year Honda will be in technical non-compliance with the EPA — another first for a Japanese automaker.

EPA accounting procedures will allow Honda to escape without a fine. But the development does represent a touch of ignominy for the best-selling car in America.

Who says the transplants have it so easy?

By and large, the eight Japanese manufacturers and one Korean

see TRANSPLANTS, page 44

NADA REPORT CARD - 1990

Ray Green
PUPIL'S NAME

SUBJECT	1st semester	2nd semester	TEACHER'S COMMENTS
Dealer-automaker relationships	A+		Works well with others
Modal franchise agreements	A		GM!
Carryover allowance	B+		Part-way back
Fleet buybacks	A+		Big two so far
End rebates	D-		Work harder!
Computer standardization	I		Tough course, but...
Warranty work at retail			
Free floorplanning for 60 days			

A = excellent B = good C = average D = below average F = failure I = incomplete

SAFETY NET: *Web of ownership between banks, auto industry keeps companies alive*

By Mary Ann Maskery
AUTOMOTIVE NEWS STAFF WRITER

JAPAN INC.

TOKYO — Isamu Kawai, the new president of Fuji Heavy Industries, has become one of the most scrutinized chief executives in the industry.

Reporters camp on his doorstep, analysts and industry watchers examine every word he says or is quoted as saying. People are expecting major changes or a total remake of Fuji under Kawai's stewardship, and they are looking for the first signs.

Employees query visitors to see if they have any clues on what changes may be in store. It is ironic to call Fuji these days and — when the call is put on hold — to hear the voice of Jay McGovern singing, "Can you hear me, can you hear me, through the darkness, far away."

The expected reformation at Fuji is a case study in how Japan's auto industry takes care of its own. And it illustrates the web of cross-shareholding that characterizes Japanese industry and the benefits that can come from the system.

For most companies, the top 10 shareholders are banks, other financial institutions and life insurance companies, all limited by law to minority positions, and in some cases other automakers. The shareholders, with a vested interest in mutual success, are ready to help out when needed with investment, advice or a new chief executive officer.

Kawai was named to the top

see JAPAN, page 28

Fuji chief tours U.S. operations

Isamu Kawai, 67, the new president of Fuji Heavy Industries, is scheduled to visit North American subsidiaries this week.

He was scheduled to tour Subaru of America Inc. headquarters in Cherry Hill, N.J., late last week for a "courtesy and familiarization" visit, said Subaru spokesman Richard Marshall. His week-long itinerary includes Subaru-Isuzu Automotive Inc., the joint venture in Lafayette, Ind., and Subaru Technical Center in Garden Grove, Calif.

NADA's Green a winner with low-key approach

By Charles M. Thomas
AUTOMOTIVE NEWS STAFF REPORTER

Ray Green, the soft-spoken president of the National Automobile Dealers Association, is riding pretty high these days.

His first six months in office have been both bountiful for the association and gratifying for Green himself.

He helped strongarm General Motors into suspending the spread of Delco Tech Service Centers — a thorny issue with GM dealers.

In June, Ford Motor Co. and GM shifted policy on program cars sold to daily rental fleets, in part to mollify dealers who complained that rental companies have an unfair pricing advantage over dealers on the resale of program cars.

The two domestic automakers offered to buy back all 1991 daily rental cars, then sell them to dealers through factory-sponsored auctions. Until now, the Big 3 have been repurchasing about 75 per-

see GREEN, page 42

Automakers roll out their 1991s:

- Audi, Page 41
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- Eagle, Page 10
- Hyundai, Page 40
- Isuzu, Page 40
- Jeep, Page 11
- Mitsubishi, Page 41
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Stempel urged to be conduit for change at GM

By Phil Frame
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Robert Stempel had been chairman of General Motors only a few hours last Wednesday before he made the first of what some people hope will be a series of changes in the way GM does business.

While formally presenting GM's new top managers to the news media on the morning of his first day, Stempel also asserted his new role by announcing some organizational changes.

They were small changes, as Stempel himself said, compared with the massive company reorganizations during the 1980s. But that in itself reflected Stempel's assertion that GM made the tough decisions in the 1980s and is poised to reap the benefits in the 1990s.

He said his approach will emphasize team results, rather than the role of any individual.

Stempel and his team must deal with several challenges facing GM, including:

- Raising quality and customer satisfaction.
- Bringing new products to market quicker.
- Increasing North American market share.
- Remaining strong overseas.
- Responding to the needs of constituent groups.

The quality and reliability function is raised a notch in the new structure. Previously lumped with Service Parts Operations and reporting to then-President Stempel, quality and reliability now is separate and reports directly to Chairman Stempel.

Service Parts now is a separate entity reporting to Executive Vice President William Hoglund, along with Power Products and Defense and the Automotive Components Group.

All North American automotive operations now report directly to President Lloyd Reuss, and the materials management staff has been shifted to him from Executive Vice President F. Alan Smith. The new Engine Division, formed early this year from the engine groups at Chevrolet-Pontiac-Canada and Buick-Oldsmobile-Cadillac, remains under Reuss.

John F. Smith Jr. and Robert Schultz assumed their new vice chairman positions last week, but had no changes in their responsibilities. Smith heads International Automotive Operations, and Schultz is in charge of GM Hughes Electronics Corp., Electronic Data Systems Corp. and the Technical Staffs Group.

"Compared to our earlier international and domestic reorganization, those are not major changes, but they're indicative of what we'll be doing in the future," Stempel said. "Rest assured, we're not going to take General Motors apart and put it back together again. For GM, the '90s will be a time of adapting and aggressively building what

see STEMPEL, page 42

L-M boss expects dealers to pick buildout incentives

By Laura Clark
AUTOMOTIVE NEWS STAFF REPORTER

DETROIT — Lincoln-Mercury General Manager Ross Roberts predicts dealers probably will choose Ford Motor Co.'s buildout incentive program instead of dealer incentives offered on 1990 models after the Sept. 27 debut.

Roberts said his prediction is based on how dealers are responding to consumer incentives on Lincoln Continental and Mark VII, which run until Sept. 26. Current consumer incentives on Ford and Mercury vehicles expire Aug. 8. Dealer incentives on Ford Motor lines also end Aug. 8. Whether dealer incentives will continue in the buildout period has yet to be determined.

Roberts

According to a program announced to dealers May 10, Ford will offer $400 to $1,000 on 1990 Ford Division cars and trucks and $500 to $1,500 on 1990 Lincoln and Mercury cars sold after the 1991 models are introduced. The offer ends Dec. 31. The post-introduction incentives, which Ford said will likely be in the form of dealer cash, will be given in lieu of a carryover allowance.

Dealers must choose between the post-introduction incentive or more generous rebates for a "major summer balance-out incentive."

If Ford's competition offers cleanup incentives higher than Ford's and Ford must match competition, Ford Motor dealers may have to choose between participating in the summer buildout program or the post-introduction program.

Chrysler extends incentives, Page 43

L-M plans to offer $1,500 in a post-introduction incentive on all three Lincoln models (Town Car, Continental and Mark VII), the May 10 letter said.

Currently, the consumer rebate is $1,500 on the Continental and $2,000 on the Mark VII. No cut-rate financing is currently available on either of the luxury models. In addition, L-M is offering $1,500 to $2,300 in dealer incentives on Town Car and $1,500 to $2,000 on Mark VII and Continental, based on the number of cars sold.

During a Detroit introduction of the Mercury Capri, Roberts denied reports that some California dealers are padding the sticker prices of Capris. "I talked to some Los Angeles dealers last night, and I have zero reports of padding the stickers on the Capri by California dealers," Roberts declared.

He said early showroom traffic for the Capri shows the car is attracting "people we've never seen before" in an L-M showroom. The average L-M buyer is in his or her mid-50s while the Capri's target group is late-20s to mid-30s.

In Isuzu's 1991 model launch ads, a new "character," Harry Murphy, pitches the virtues of products like the new Rodeo sport-utility. In this spot, the Rodeo rescues six picnickers pursued by a swarm of bees.

FAST TALK: *Joe may be gone, but humor hasn't been axed from Isuzu advertising*

By Kristine Stiven Breese and Diana T. Kurylko
AUTOMOTIVE NEWS STAFF REPORTERS

Move over, Joe Isuzu. Here comes Harry Murphy.

American Isuzu Motors Inc. will use a clever, bespectacled commentator to replace Joe Isuzu, its smarmy, fictional huckster for the past five years. And Harry's tales of Isuzu's merits won't be nearly as tall as Joe's.

Rodeo: a poor man's sport-utility, Page 40

Harry will use comparison tests to trumpet Isuzu's virtues through funny and nonsensical vignettes. The ads are in line with Isuzu's aim of retaining humor as a way to tell its story.

In one ad, Harry discusses why Isuzu's pickup would be better than Toyota's should the planet be invaded by giant reptiles. The Isuzu, says Harry, has more cargo space, gets better gas mileage and costs less.

An ad for the Isuzu Trooper sport-utility shows a family escaping an alligator-infested swamp without having to get out and switch into four-wheel drive. Meanwhile, a family in a Toyota 4Runner can't escape because switching to rear-wheel drive requires going outside.

(Actually, not all Troopers have automatic locking hubs, which allow drivers to shift into 4wd from inside. And not all 4Runners have to be manipulated from outside the truck.)

An ad for the new Rodeo sport-utility demonstrates its roominess when Harry releases a swarm of bees during a picnic. The group that climbs into a Rodeo S has all six family members safe and accounted for; the other family can't squeeze all six into its 4Runner.

(Harry doesn't mention that other versions of the Rodeo will

see ISUZU, page 41

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Japanese trader buys deals for market toehold

By Mary Ann Mastony
AUTOMOTIVE NEWS STAFF REPORTER

TOKYO — When Nissho Iwai Corp. bought a BMW dealership in California 2½ years ago, some people thought it was funny, a Japanese trading company buying one dealership.

But Toma Masaoka, general manager of the automotive department, says, "To us, it wasn't funny." It was a beginning.

Now, Nissho Iwai owns two dealerships in California, one in West Germany, two in Japan — and counting.

But dealerships themselves are not the goal. "Just owning one dealership does not mean anything" to a trading company that deals in volume, according to Masaoka. "A dealership is just a start to get into the market. We would like to go into other fields."

Nissho Iwai is looking at a much broader involvement in the automotive business, Masaoka says, from trading raw materials to sophisticated electronic components.

It is part of a larger corporate strategy to break away from the traditional dependence on exports from Japan, according to Masaoka.

Traditionally, the trading companies have helped Japanese manufacturers establish footholds in overseas markets. They helped initially in the United States, before most manufacturers set up their own distributor networks, and they still help some of the smaller makers. Traders C. Itoh & Co. and Sumitomo Corp., for example, together own 50 percent of Mazda Motor of America Inc. C. Itoh also operates one dealership in New York state at Mazda's request.

But the primary value of the trading companies is in setting up operations in newer or less developed markets. Nissho Iwai now helps Toyota Motor Corp. sell cars in Poland and in Africa. The trading company performs part of the function of a distributor, bringing cars into the area at its own risk, on consignment. Thus, the local distributor does not need as much money to carry inventory.

Toma Masaoka: Buying dealerships is just part of Nissho Iwai's plan.

Nissho Iwai also has joint ventures with Mitsubishi Motors Corp. to assemble Mitsubishi vehicles in the Philippines and Malaysia. But that is more of the same traditional export business, shipping components for assembly kits, Masaoka says. The export climate is changing, he says, and a trading company's function has to change, too.

In an evolving world market, Japan will be only one source of supply, Masaoka says. He envisions Nissho Iwai becoming a multi-nation export-import business linking the world's auto markets.

Nissho Iwai's first dealership in California, Weatherford BMW, has annual sales of $40 million, he

see TRADER, page 41

Hyundai unfazed by delay in Chrysler deal

Bromont's future won't be affected

By Geoff Crane
SPECIAL CORRESPONDENT

SEOUL, South Korea — Hyundai Motor Co. hasn't given up on its plan to sell 30,000 cars to Chrysler Corp., much less its plant in Bromont, Quebec. What others have seen as reversals, the Korean automaker sees as delays.

And even if the deal with Chrysler ultimately falls through, says Dal-Ok Chung, managing director of export operations for Hyundai, it will not affect the future of the Bromont plant.

Under the agreement announced in February 1989, Chrysler was to begin purchasing 30,000 modified Sonatas a year, starting in September 1991, for its Jeep-Eagle Division. But the U.S. auto market has since gone soft, and Sonata sales have not met Hyundai's original targets.

Last month, Chrysler said it had canceled the 1989 agreement but would consider a more differentiated version of a successor to the Sonata.

As Chung views it, the deal is still on, and only the timing has been affected.

"The negotiations took quite a long time, so we lost preparation time to meet the schedule," he says. "We will launch updated models of the Sonata for North America in September 1992."

Chung expects Chrysler to take a version of that model. He said he is not disheartened by news that Chrysler is poised to add the Mitsubishi Colt to the Eagle line because as a subcompact, Colt addresses a different market segment.

According to Chung, Hyundai and Chrysler have agreed on all the terms in the negotiation except price. Chrysler officials have declined to comment on reports that they are demanding significant price concessions from Hyundai.

The Sonata deal is considered important for the Bromont plant, which has been assembling cars from parts imported from Korea. The plant, which has a capacity of 100,000 cars a year, opened in April 1989 but produced only 14,000 Sonatas last year. It is expected to build about 30,000 cars this year, and 50,000 in 1991, still far below the 75 percent operating ratio considered to be the break-even point.

But Hyundai has big plans for its only offshore manufacturing facility. Construction of a $120 million stamping plant at Bromont is on schedule to open in October, said Chung.

"Even if Chrysler backs out of the deal, that is no problem for the Bromont plant," Chung says. "We need the production capacity."

While U.S. demand has been stagnant, sales are booming in Korea, so one way to use more of Bromont's capacity, said Chung, would be to re-import some Sonatas for the Korean market. Other options include exports to markets besides the United States and, in the long term, retooling the plant to assemble other Hyundai models.

Sagging exports and high interest payments have dulled the shine on Hyundai's financial statements. Hyundai Motor's sales in the United States last year fell 30.66 percent to 183,261 units and continued to decline at about the same rate during the first half of 1990.

Koon-Ho Kim, an automotive analyst with Coryo Research Institute, says declining profits since 1988 have caused Hyundai to skimp on research and on tax-exempt reserves for international marketing.

In 1989, Hyundai's sales were up 7.6 percent to $5.6 billion but net operating income declined 54.6 percent. The drop was due largely to high interest payments on new plant investments, Kim says. He contends that Hyundai was able to report a net profit in 1989 only because it deferred special depreciation.

But as Korea's leading automaker, Hyundai's long-term financial position remains strong. A booming Korean market has provided a cushion to recent export woes. Home-market sales accounted for 73 percent of Hyundai Motor's total sales last year, compared to just 48 percent in 1988.

Wanted: American suppliers

Hyundai Motor Co.'s North American subsidiaries are looking for American suppliers for Sonata components.

Combined with Canadian-made stampings from Hyundai's new stamping plant in Bromont, Quebec, the components would raise North American content of the car beyond 50 percent, enough to allow duty-free import from Canada.

Hyundai hopes to achieve that level in 1995 or 1996, said Greg Young, a spokesman for Hyundai Motor Canada.

The first of two stamping lines at the plant will begin working in October and its twin in December. The plant will turn out exterior body panels, some interior panels, fuel tanks and other parts.

Sporting a rarity

AUTOMOTIVE NEWS/JOE WILSSENS

Stan Evans, chairman of the Concours d'Elegance classic car show held Sunday at Meadow Brook Hall in Rochester Hills, Mich., tries his hand at driving a Morgan Supersport 3-Wheeler.

Chrysler earnings nosedive

High incentives, weak sales blamed

By Mary Connelly
AUTOMOTIVE NEWS STAFF REPORTER

HIGHLAND PARK, Mich. — Plagued by weak sales and the strongest sales incentives of the Big 3, Chrysler Corp.'s second-quarter net earnings plunged 47 percent from 1989 levels.

Chrysler said last week that it earned $180 million, or 81 cents per share, in the second three months of 1990, down from $341 million, or $1.46 per share, last year.

Chrysler's second-quarter sales and revenues were $8.85 billion, down 10.2 percent from $9.85 billion in the same period of 1989. Worldwide factory sales of cars and truck totaled 585,615, off 15.8 percent from last year.

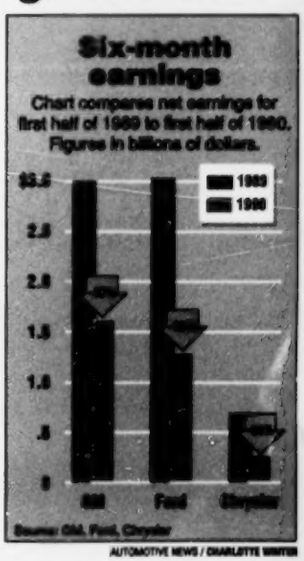
At the same time, per-vehicle incentive costs ballooned. Chrysler said incentive costs in the second quarter of 1990 averaged $1,200 per vehicle, up from $700 per unit a year earlier. Ford reported its incentive costs at $1,050 per vehicle sold in the second quarter, and a GM source said GM's incentive costs were comparable to Ford's.

Chrysler has said it anticipates a "substantial loss" in the third quarter when the company will lose production of 60,000 popular and profitable minivans due to model changeover at two assembly plants.

Company officials have said they expect a recovery in the fourth quarter.

Chrysler's second-quarter results echoed those of General Motors and Ford Motor Co. GM's earnings were off 38 percent, and Ford's dropped 45 percent in the second quarter.

Included in Chrysler's second-quarter results was a one-time charge of $22 million due to cancellation of a joint venture with Regie Nationale des Usines Renault to build a small sport-utility vehicle. Chrysler also listed a one-time charge of $13 million for payments to union-represented employees who opted for early retirement.



AUTOMOTIVE NEWS / CHARLETTE WINTER

The second-quarter results also included a gain of $7 million from operations of Gulfstream Aerospace Corp. Chrysler sold Gulfstream for $825 million in March. The company said the sale resulted in a pretax gain of $40 million that was offset by an equal amount of applicable income taxes.

Chrysler Financial Corp. reported second-quarter earnings of $85 million, or 47 percent of Chrysler Corp.'s profit for the period.

Chrysler Corp. said second-quarter earnings rose substantially over the first quarter, when it earned only $71 million.

The company said its $1.5 billion cost-cutting program "contributed significantly to first-half profitability."

But cost-cutting gains have been offset by weak sales and hefty sales incentives. In addition, Chrysler is the only one of the Big 3 that does not have significant overseas operations to generate profit.

During the second quarter of 1990, Chrysler's car and truck sales in the United States tumbled 21.4 percent from 1989, and its share of the U.S. car and truck market dropped to 11.7 percent, off from 13.9 percent a year earlier.

British aid to Toyota under scrutiny by EC

By Richard Johnson
AUTOMOTIVE NEWS STAFF REPORTER

FRANKFURT, West Germany — The European Commission is investigating whether Toyota Motor Co. received illegal local government aid in the form of a cut-rate price for an assembly plant site in the United Kingdom.

Meanwhile, an EC Competition Office spokeswoman in Brussels, Belgium, said a separate investigation into government support for Chrysler Corp.'s joint minivan production venture in Austria is continuing. The results were due several weeks ago.

The commission has taken an increasingly hard line on competition issues. It ruled recently that the British government granted £44 million ($82.3 million) in illegal aid when selling the state-owned Rover Group to British Aerospace in 1988. British Aerospace had to return the money.

The Brussels panel is investigating Toyota's purchase of a 280-acre parcel in Derbyshire, England, for the site of a car plant that is scheduled to begin production in late 1992. If it finds that illegal aid was received, it can order Toyota to repay the amount.

The spokeswoman said a local assessor valued the land at £45,000 ($84,150) per acre, or £12.6 million ($23.6 million) for the site. But the property was sold by the Derbyshire County Council for £9.9 million ($18.5 million), or £35,357 ($66,000) per acre — about 22 percent below the assessed value. The commission is also reviewing Toyota's purchase of an adjacent 300-acre parcel.

The EC spokeswoman said "the commission considers that the difference between the assessed value and the price paid constitutes state aid" in a region not eligible for offering support to industry as an incentive.

Derbyshire County officials maintain that the property was sold at the going rate. Toyota officials have said they welcome the EC investigation in hopes of clearing up any remaining controversy over the purchase of the land.

The spokeswoman said "there is no evidence of any central government involvement in determining the price fixed for these land sales."

The EC is also investigating whether the Austrian government provided excessive support to Eurostar GmbH, Chrysler's 50-50 joint venture with Steyr-Daimler-Puch Fahrzeugtechnik in Graz. Eurostar is scheduled to begin producing Voyager minivans there in June 1991.

Federal, state and local government units will pay one-third of the investment cost of the 4.33 billion Austrian schilling ($388 million) project.

Though Austria is outside the European Community, EC officials maintain that because 95 percent of Eurostar production will be exported to EC countries, they have jurisdiction to impose a special tariff in EC member states.

When the investigation was revealed last spring, EC officials said they expected it to be completed by the end of June.

AROUND THE WORLD

Indonesia sales boom; Nissan hopes to boost share

By Stephen Vines
STAFF CORRESPONDENT

JAKARTA, Indonesia — Indonesia's rapidly growing economy is set to create a record year for the country's automakers.

The Indonesia Automotive Industry Association predicts record sales of 240,000 units this year, exceeding the previous record in 1981 during the oil price boom.

Increased demand is coming from middle-class domestic buyers, medium-sized businesses and enterprises by the flood of foreign investors setting up in Indonesia.

Last year 174,849 vehicles were sold. Sales in the first quarter of this year were up by 50 percent, although the year-end increase is estimated to have slipped back to around 37 percent.

Although Indonesia has been liberalizing its import policies over a wide range of products, the auto industry remains behind a high wall of protectionist barriers.

There are very few imports, and all production is derived from cooperation with overseas manufacturers supplying complete knock down kits for assembly by local joint venture companies. Japanese joint ventures account for 92.5 percent of sales.

The government's protectionist policies have encouraged a proliferation of models in this relatively minor market: 26 different marques are being produced.

Indonesia's Big 3

PT Toyota-Astra Motor: 48 percent market share. Assembles and sells Toyota, Daihatsu, Honda, Isuzu, BMW, Peugeot, Fiat and Renault vehicles.

PT Indombil Utama: 26 percent market share. Part of the Salim group. Assembles and sells Suzuki, Mazda, Hino, Volvo and Nissan vehicles.

PT Krama Yudha: 16 percent market share. Assembles and sells Mitsubishi vehicles.

The small scale of production makes it virtually impossible for the Indonesian auto industry to become a world-scale competitor.

But with a population of 175 million, the fifth largest in the world, the home market offers considerable attractions.

Capitalizing on the marked improvement, PT Toyota-Astra Motor, Indonesia's biggest maker, is planning to increase production from 70,000 to 100,000 units a year. By 1992, it aims to have assembly capacity of 120,000 units. Toyota Motor Corp. has 51 percent in Toyota-Astra Motor. The remainder is owned by PT Astra International Inc., one of Indonesia's biggest conglomerates.

Nissan Motor Co., the only major Japanese maker lacking a sizeable presence here, is set for a fresh attempt to boost its market share.

It has shifted its past partnership with Wahana Wirawan to give a license to a new partnership with the Biamantara and Salim groups. The resulting Indo Cirta Buana company will make Nissan cars and components for Indonesia, and eventually for overseas markets.

Fuji Heavy Industries has begun a study to explore the potential for manufacture of small commercial vehicles here. It has yet to be granted a manufacturing license.

The recovery in the Indonesian auto industry has been slow. At its low point in 1985, only 139,400 vehicles were sold.

Only Toyota Astra Motor appears to be a contender in the international marketplace with its Kijang van, which doubles as a passenger vehicle. It shipped some 600 to Brunei and Papua New Guinea last year. PT Indombil has a small contract for supplying Suzuki minibuses to Bangladesh.

But there are more serious prospects of increasing component exports. According to Tungki Ariwibowo, junior industry minister, auto industry exports rose 130 percent in 1989 to $110 million. Tires accounted for 69 percent and batteries nearly 15 percent.

PT Astra International, capitalizing on its links with Japanese and European car companies, is particularly keen on expanding its component export sales. It recently paid $42 million to acquire a Canadian auto parts distributor with a view to enhancing the U.S. and Canadian distribution of its products.

The Indonesians have shunned repeated advances for participation in the Association of South East Asian Nations parts-sharing scheme, aimed at creating economies of scale among members.

The view from Jakarta seems to be that Indonesia has more to lose than gain by allowing access to its potentially vast market, albeit recognizing the possible loss of competitive edge in world markets.

The government is keenly pursuing localization policies, but has faltered on a target for full local manufacture of components. The current target stands at 1991, but is expected to be put back again.

Car production is small. Sales for many years stagnated at around 30,000 units a year, although sales of over 43,000 are expected for this year. Despite expansion, the Indonesian industry suffers from excess capacity and lack of economies of scale.

There is some hope that the wave of economic reform which has led to deregulation in many other sectors may turn in the direction of the motor industry, but the government has given no clear indication of moving in this direction.

Canadian sales dip almost 3% in June

CANADIAN CAR AND TRUCK SALES

North American cars	June 1990	June 1989	6 mos., 1990	6 mos., 1989
General Motors	29,083	26,944	153,914	176,466
Ford	15,885	18,804	82,730	102,514
Chrysler	9,635	11,875	60,352	70,323
Honda	3,219	2,180	17,986	13,785
Mazda	1,935	0	1,935*	0
Hyundai	510	0	3,068	0
Volvo	277	380	1,673	2,010
North American car total	**60,544**	**60,183**	**321,658**	**365,098**
Import cars				
Toyota	6,934	6,605	41,378	41,078
Honda	6,242	6,495	34,188	28,383
Volkswagen	3,647	2,919	17,963	13,805
General Motors	3,563	2,558	13,708	15,557
Nissan	2,967	3,364	13,271	14,754
Chrysler	2,323	2,183	8,674	12,658
Mazda	2,282	3,315	15,302	15,007
Hyundai	1,506	2,620	8,533	13,735
Suzuki	958	922	4,384	3,897
Subaru	759	619	3,746	2,790
Ford	564	680	3,212	4,891
Mercedes-Benz	430	505	2,212	2,175
BMW	400	380	1,917	2,335
Volvo	215	285	1,264	1,508
Jaguar	112	150	632	898
Lada	79	94	350	379
Saab	75	86	457	681
Peugeot	17	41	59	137
Import car total	**33,873**	**34,821**	**171,258**	**174,688**
TOTAL — ALL CARS	**93,617**	**94,004**	**492,908**	**539,786**
North American trucks (including vans)				
GM	13,255	13,261	77,375	87,024
Ford	12,364	14,088	68,562	77,301
Chrysler	8,489	10,541	50,156	57,127
North American truck total	**34,108**	**37,890**	**196,093**	**221,452**
Import trucks (including vans)				
Mazda	1,954	1,610	9,650	9,346
Nissan	1,471	1,556	7,688	6,923
Toyota	1,427	1,616	9,232	8,206
General Motors	1,130	1,066	6,043	4,892
Suzuki	1,017	954	4,148	3,954
Volkswagen	168	96	525	354
Chrysler	112	245	1,048	1,454
Lada	22	19	90	111
Import truck total	**7,301**	**7,162**	**38,424**	**35,240**
TOTAL — ALL TRUCKS	**41,409**	**45,042**	**234,517**	**256,692**
TOTAL — CARS, TRUCKS	**135,026**	**139,046**	**727,425**	**796,478**

*U.S.-built Mazdas sold before June 1989 are included in import car tables.

By Bill Vance
SPECIAL CORRESPONDENT

TORONTO — Canadian truck sales sagged in June, and car sales were down a hair. Total new-vehicle sales fell 2.89 percent below the 1989 total.

Sales of imported and North American-built cars and light trucks reached 135,026 units, down from 139,046 in June 1989. Car sales dropped less than a percentage point, but light-truck sales were off 8.07 percent.

Combined car and truck sales wound up the first half of the year at 727,425, 8.67 percent behind 1989's midyear total of 796,458.

Among the Big 3, General Motors of Canada's sales of North American-built cars gained 7.94 percent in June. Bill Atkinson, marketing vice president, said sales of Chevrolet Sprint/Pontiac Firefly were up over 60 percent, and deliveries of Chevrolet Cavalier/Pontiac Sunbird rose over 50 percent.

Ford of Canada's sales of North American cars dropped 15.52 percent in June, and Chrysler Canada suffered an 18.86 percent decline.

Imported cars as a group were down 2.21 percent in June, but Volkswagen continued to show strength. VW sales were up 24.94 percent on the month and 30.12 percent for the year. BMW was the only other European make to gain for the month, but its sales were off 17.90 percent for the first half.

Mazda did well with combined sales of U.S.-built and imported cars. The Miata and the 323 Protege performed well as total June Mazda car sales rose 27.21 percent.

On the North American light-truck side, GM held even in June, Ford slipped 12.24 percent, and Chrysler dipped 19.47 percent.

Imported trucks managed a 2.08 percent gain in June.

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Big 3 wield little influence despite stock holdings

TOKYO — The U.S. Big 3 all have substantial holdings in Japanese automakers and representation on their boards, but none claims any strong influence in the management of those companies.

General Motors owns 38 percent of Isuzu Motors Ltd. and has five people on a board of 40. One of the five, Richard Johnson, executive vice president of GM Overseas Corp. in Japan, says he attends management meetings at Isuzu regularly and that there is a fairly open exchange of information.

GM sold 20 million shares of Isuzu stock last December, reducing GM's share in the company from 40 to 38 percent. The companies have a number of joint ventures worldwide and are perceived as associates.

But, Johnson says, "They don't necessarily do what we tell them to do. They do what is best for their company."

GM owns 3.6 percent of Suzuki Motor Co. but has no representatives on the board and has not sought board seats. Johnson says CAMI Automotive, a GM-Suzuki joint venture in Ingersoll, Ontario, that produces cars and sport-utilities, represents the first major operation between the two companies.

Chrysler Corp. also sold stock last year, reducing its share in Mitsubishi Motors Corp. from 21.8 to 12.1 percent. Board representation was cut from two seats to one.

But J.B. Higgs, managing director for Chrysler's North Pacific Operations, who sits on the Mitsubishi Motors Corp. board, says Chrysler's influence with Mitsubishi is really as a business partner, not as a shareholder. Higgs lists the joint ownership of the Diamond-Star Motors plant in Normal, Ill., and the purchase of Mitsubishi engines and vehicles, as the basis of the relationship.

The shareholding, he says, is just "some of the glue that makes the relationship work."

Chrysler, he says, would not force decisions on Mitsubishi.

Ford Motor Co. seems to have the most direct contact with a Japanese partner. Ford owns 25 percent of Mazda Motor Corp. and has four persons on the board. One of them, Bill Kath, is a full-time director, working in Mazda to represent Ford interests.

Ben R. Lever III, Ford's executive director for North Pacific Business, says board representation gives Ford input at Mazda, but he says he would not equate that with influence in the company.

— Mary Ann Maskery

Cross ownership of the Japanese auto industry

Read across the chart to find out what a company owns. Read down the chart to find out who owns the company. Figures in percent. (Interests of 1% or more)

Owners \ Investments	Mitsubishi Heavy Industries	Daihatsu	Fuji Heavy Industries	Hino Motors	Honda	Isuzu Motors	Mazda	Nissan Diesel	Nissan Motor	Mitsubishi Motors	Suzuki	Toyota	General Motors	Ford Motor	Chrysler	Sanwa Bank	Tokai Bank	Nippon Life Insurance	Dai-ichi Life Insurance	Tokio M. & F. Insurance	Fuji Bank	Mitsubishi Trust	Asahi Life Insurance	Industrial Bank of Japan	Chuo Trust	Toyo Trust	Sumitomo Bank	Sumitomo Trust	Sumitomo M. & F. Ins.
Mitsubishi Heavy Industries										28.4										1.8		2.7		1.1					
Daihatsu																													
Fuji Heavy Industries																													
Hino Motors																													
Honda																													
Isuzu Motors																													
Mazda																													
Nissan Diesel																													
Nissan Motor			4.2					40.2													1.8			2.2					
Mitsubishi Motors																													
Suzuki																													
Toyota		14.0		10.1												2.2	5.2												
General Motors						38.0					3.6																		
Ford Motor							25.0																						
Chrysler										12.1																			
Sanwa Bank		4.8			2.5	1.7						4.8																	
Tokai Bank					3.6						3.8	4.8																	
Nippon Life Insurance	2.0	4.4	3.1	5.4			2.2	5.8	4.1		2.7	3.6				4.6	2.8				2.9			4.4			6.1		2.2
Dai-ichi Life Insurance		2.8				2.5		3.6	5.6		2.6					2.7	2.3				3.0			2.9					
Tokio M. & F. Insurance	2.0			2.0	3.4		2.3			2.2												1.9							
Fuji Bank			1.9	4.4				2.0	4.5																				
Mitsubishi Trust	6.9		3.0		5.1	1.7	3.0	2.0	2.1	3.8										4.5									
Asahi Life Insurance			2.0	5.2		2.5					2.6																		
Industrial Bank of Japan		3.0	4.0		2.5	2.1		2.2	4.5																				
Chuo Trust			2.6								3.5																		
Toyo Trust		2.5	1.9		2.6																								
Sumitomo Bank							3.4		2.6																		3.3	4.1
Sumitomo Trust				1.9			3.7																				2.4		4.9
Sumitomo M. & F. Ins.							2.3																						

Source: Automotive News, Japan Company Handbook — Summer 1990 published by Toyo Keizai Shinposha

INCENTIVE WATCH

CUSTOMER INCENTIVES

	Rebates	Finance Rates (Pct.) — Months — 24	36	48	60	Expiration Date
Chrysler Corp. (1990 models)						
Chrysler	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Dodge cars	$750-$1,500	2.9	7.9	7.9	10.9	Aug. 10*
Dodge trucks	$500-$2,500	2.9	7.9	7.9	10.9	Aug. 10*
Eagle	$750-$2,000	2.9	7.9	7.9	10.9	Aug. 10*
Jeep	$500-$1,000	2.9	7.9	7.9	10.9	Aug. 10*
Plymouth	$750-$1,800	2.9	7.9	7.9	10.9	Aug. 10*

*Expiration date is Aug. 31 on Chrysler LeBaron, Dodge Shadow and Spirit and Plymouth Sundance and Acclaim. Expiration date is Sept. 30 on Jeep Cherokee Limited and Wagoneer Limited. Interest-free 24-month loans available on some models in all lines.

Ford Motor Co. (1989-90 models)						
Ford cars*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Ford trucks	$600-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Mercury*	$700-$1,500	7.9	7.9	7.9	10.9	Aug. 8
Continental, Mark VII	$1,500-$2,000					Sept. 26

*Mustang buyers can choose $1,000 rebate with no finance incentive or $700 rebate with cut-rate financing. Probe buyers can choose a $1,500 rebate with no finance incentive, $700 with cut-rate financing or no rebate and 2.9/2.9/2.9/8.9 financing. Tracer buyers can choose $1,500 rebate with no finance incentive or $700 rebate with 6.9/6.9/6.9/10.9 financing.

General Motors (1990 models)						
Buick	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Riviera	$2,000	7.9	7.9	7.9	10.9	Sept. 26
Reatta	$3,000	7.9	7.9	7.9	10.9	Sept. 26
Geo cars	$500-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet cars	$500-$1,400	7.9	7.9	7.9	10.9	Sept. 26
Geo Tracker	$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet trucks	$600-$1,500	7.9	7.9	7.9	10.9	Sept. 26
Lumina APV	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Cadillac	$1,500-$2,000					Sept. 26
Oldsmobile	$750-$2,000	7.9	7.9	7.9	10.9	Sept. 26
Silhouette	$1,250	7.9	7.9	7.9	10.9	Sept. 26
Pontiac	$750-$2,000**	7.9	7.9	7.9	10.9	Sept. 26
Trans Sport	$1,500**					

*Based on option package selected.
**Dealers contribute $1,000 on Grand Prix, $500 on Trans Sport.

General Motors (1991 models)						
Buick Regal Sedan	$500-$1,250*	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet Camaro, Caprice	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Chevrolet S10	$500-$1,000	7.9	7.9	7.9	10.9	Sept. 26
Pontiac Firebird	$1,000	7.9	7.9	7.9	10.9	Sept. 26

*Based on option package selected.

Hyundai (1989-90)	$500-$750	Sept. 4
Mazda (1990 models)		
323 SE	$750	Oct. 2
MX-6, 626	$500-$1,000	Sept. 5
Trucks	$750	Sept. 5
MPV	$500-$700 discount on option packages	Sept. 5
Mitsubishi (1990 models)		
Cars	$500-$2,000*	Aug. 31
Trucks	$750-$2,000*	Aug. 31

*Payments differ by regions.

Nissan (1990 models)		
Sentra, base pickup	$500-$1,000	Aug. 2
Sterling		
1989 models	$5,000	Sept. 30
1990 models	0.0 0.0	Sept. 15
Subaru		
Justy (1989-90)	$500-$1,000	Oct. 2
Loyale (1990)	$800-$1,200	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$800	Oct. 2

*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to buyers of 1990 and 1991 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

Chrysler, GM, imports extend incentives

By Francis J. Gawronski
AUTOMOTIVE NEWS STAFF REPORTER

Several automakers announced new or extended customer and dealer incentives last week.

Chrysler Corp. extended through Aug. 10 its consumer incentives on a wide range of 1989 and 1990 models that were scheduled to expire July 31. It also increased incentives on standard-sized Dodge Ram vans and wagons from $500 to $1,000 and incentives on standard Ram van conversion units from $1,000 to $1,500.

The company also said zero percent financing for up to 24 months continues on the 1989-90 Dodge Shadow, Spirit, Monaco, Dynasty, Dakota and Ram two-wheel-drive and 4wd pickups; Plymouth Sundance and Acclaim; Chrysler LeBaron sedan, Fifth Avenue, Imperial and New Yorker Landau and Salon; Eagle Premier; and Jeep Comanche, Cherokee and Wagoneer.

Buick's incentive program on most of its 1990 models was extended from Aug. 2 to Sept. 26. The division expanded the program by announcing a $3,000 consumer rebate on the 1990 Reatta.

Pontiac and Oldsmobile consumer programs, scheduled to expire Aug. 2, also were extended through Sept. 26.

Pontiac adjusted its program by increasing the rebate on the Trans Sport from $1,000 to $1,500 by adding a $500 contribution from participating dealers. Pontiac also added a $1,000 rebate on 1991 Firebirds.

Oldsmobile added customer rebates on several car lines: Cutlass Calais, $750; Cutlass Supreme, $2,000 at participating dealers; Custom Cruiser, $1,000; and 98 Touring Sedan, $1,000.

Among the imports, Suzuki and Mazda announced revisions and extension of their consumer rebate programs, and Volkswagen altered its dealer incentives.

Suzuki extended its rebates, scheduled to expire Aug. 2, to Oct. 2. It added paybacks of $500 to $600 on 1991 Sidekick models and reduced the range of rebates on the Swift from $400-$2,000 to $400-$1,500. The Suzuki program allows dealers to keep the rebates or pass them on to buyers.

Mazda extended until Oct. 2 its incentives on the Protege SE and LX and 323-SE. The 323 carries a $750 cash rebate, while the Protege offers an automatic transmission or air conditioner at no charge.

VW extended dealer rebates on Golf and Corrado to Aug. 31 and cut the Golf payment in half, to $500. The Corrado rebate remains at $1,500. The Fox rebate, which stays at $750 to $1,000, also expires Aug. 31.

Special Correspondent Wes Brown contributed to this report.

INCENTIVE WATCH

DEALER INCENTIVES

	Rebate	Expiration Date
Chrysler Corp. (1990 models)		
Dodge Shadow, Plymouth Sundance	$750	Aug. 31
Ford Motor Co. (1990 models)		
Taurus SHO	$1,000	Aug. 8
Tempo	$250	Aug. 8
Topaz, Sable, Cougar	$300-$1,500, quota (only in New York, New Jersey, New England)	Aug. 8
Town Car	$1,500-$2,500 based on number sold	Aug. 8
Continental Mark VII	$1,000-$2,000 based on number sold	Aug. 8
Ford Motor Co. (1989-1991 models)		
Taurus, Crown Victoria	$100-$600 based on number sold	Aug. 8
Escort	$200-$500, based on number sold	Aug. 8
Tracer	$200-$500, based on number sold	Aug. 8
Sable, Grand Marquis	$100-$600, based on number sold	Aug. 8
General Motors (1990 models)		
Corvette	$2,000-$4,000 based on number sold	Aug. 10
Audi (1990 models)		
100 Series	$1,500	Sept. 10
Hyundai (1989-90)		
Excel	$500-$750	Sept. 4
Sonata	$350	Sept. 4
Isuzu (1990 models)		
Pickup, Trooper	$700-$1,200, based on number sold	Sept. 30
Mazda (1990 models)		
929, RX-7	$500-$2,500, based on number sold	Sept. 5
Mitsubishi (1990 models)		
Cars	$200-$2,000*	Aug. 31
Trucks	$250-$750*	Aug. 31
Peugeot (1989 models)		
405	$2,500-$3,500	None
Saab (1990 models)		
9000 Series	$1,500-$4,000, quota	Aug. 31
Subaru (1990 models)		
Legacy	$1,500-$2,500	Oct. 2
Suzuki (1990 models)*		
Swift	$400-$1,500	Oct. 2
Samurai	$1,000	Oct. 2
Sidekick	$1,000-$2,500**	Oct. 2
Suzuki (1991 models)*		
Sidekick	$500-$800	Oct. 2
Toyota (1989-1990 models)		
Tercel, Camry, Corolla	$200-$1,200, quota	Sept. 4
Trucks	$300-$1,400, quota	Sept. 4
Volkswagen (1990 models)		
Golf	$500	Aug. 31
Fox	$750-$1,000	Aug. 31
Corrado	$1,500	Aug. 31
Volvo (1989-90)	$200-$600, based on number sold	Aug. 31

*Quotas apply on Eclipse and Zwd pickups in some regions.
*Customer rebate or dealer rebate; dealer's choice
**$3,000 in California

Note: Some makers offer rebates to dealers on sales of 1990 and 1991 models. Most of these programs are omitted from this table because of the limited number of these vehicles still in dealers' hands.

GREEN

FROM PAGE 42

Tonkin and others in bringing dealer concerns into sharp focus.

But he bristles at the notion that many of the gains NADA has made recently would have happened anyway.

"Many things have happened on my watch as president," he says. "But they are happening faster because I am able to go to the factory. I talk to them directly and tell them what I want. I don't dictate issues — I negotiate them."

Still, there's no doubt Green must share some of the credit for his successes with Tonkin.

"Doors were opened to Green by the manufacturers after Tonkin bashed them down," said James A. Willingham, chief executive officer of Boulevard Buick-GMC in Long Beach, Calif.

But dealers quickly add that Green's style, his willingness to negotiate and his understanding of manufacturers' problems have been the keys to his success.

"I don't think you have seen any year where NADA has had three big wins in a row — buybacks, dealer advisory boards and the 5 percent carryover," Brooks said.

Since the 1950s, GM paid dealers 5 percent of sticker for all cars left in stock when the new model year begins. In recent years, because of high inventories, GM has held promotions to clear vehicles and has reduced or eliminated the payment. This year, GM will pay the 5 percent on carryover models sold between intro day and Dec. 31 unless dealers choose to surrender all or part of it by participating in a cleanup promotion.

Not everyone associated with the automobile business is so laudatory. Raphael Cohen, former new-car dealer, chief executive of Affordable Used Cars and publisher of *Automotive Dealers Digest* newsletter, called Green ineffective. He added that NADA has lost the vitality that Tonkin gave it.

"I would not give him (Green) high marks," said Cohen. "He is not addressing dealer problems. The dealer input part of the new GM agreement is couched in language that is ambiguous."

Output tops 6 million; trails 1989

By Anne Wright
AUTOMOTIVE NEWS CHIEF STATISTICIAN

U.S. car and truck producers assembled their six-millionth vehicle of the year last Thursday. Last year, the six-millionth vehicle was built June 27.

Year-to-date, U.S. car and truck production is 6,040,060, 10.66 percent below last year. This year's total consists of 3,630,794 cars and 2,409,266 trucks.

U.S. makers scheduled output of 98,167 cars last week, 1.40 percent above the previous week and 15.49 percent above the year-ago week.

Truckmakers scheduled 71,415 units, 9.65 percent below the previous week and 4.25 percent below the same week in 1989.

Last week's targeted auto production was split as follows: Ford Motor Co., 34.96 percent; General Motors, 28.53 percent; Chrysler Corp., 11.10 percent; Honda of America Manufacturing Inc., 9.15 percent; Toyota Motor Manufacturing U.S.A. Inc., 4.42 percent; New United Motor Manufacturing Inc., 4.18 percent; Mazda Motor Manufacturing (USA) Corp., 3.80 percent; Diamond-Star Motors Corp., 3.25 percent; and Subaru-Isuzu Automotive Inc., 0.61 percent.

Last week, Ford scheduled five plants to work daily overtime: the Wayne, Mich.; and Wixom, Mich., auto assembly plants and the Twin Cities (St. Paul, Minn.); Louisville, Ky.; and St. Louis truck facilities. St. Louis also was scheduled for Saturday overtime.

GM reopens four car assembly plants today following shutdown for model changeover. They are: Flint, Mich.; Detroit-Hamtramck, Mich.; Orion Township, Mich.; and Wentzville, Mo.

The Wilmington, Del., car plant is scheduled for a rolling model changeover today.

GM closed its Lakewood, Ga., car assembly today; it is scheduled to be down indefinitely. The Buick Estate Wagon was produced there.

Chrysler has scheduled two eight-hour daily shifts at five plants this week: the Belvidere, Ill.; Newark, Del.; and Sterling Heights, Mich., car facilities and the Toledo, Ohio; and Warren, Mich., truck facilities.

Nissan's Smyrna, Tenn., auto assembly line was idle again last week for retraining and is not expected to resume production until later this month.

GM on vacation; Canada plunges

Canadian car and truck production dropped last week as General Motors closed all its car and truck facilities for a two-week vacation.

Canadian auto production was scheduled at 9,685 units, 39.81 percent below the previous week and 23.10 percent below the year-ago week.

Truckmaker's targeted production of 4,324 last week was 57.73 percent below the previous week and 51.65 percent below this week last year.

U.S. CAR	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Horizon	0	1,208	0	0	4,327	17,426
Sundance	1,900	87	951	2,868	46,284	64,661
Acclaim	1,600	2,222	989	3,236	58,138	73,580
Total Plymouth	**3,500**	**3,517**	**1,940**	**6,104**	**108,749**	**155,667**
LeBaron A	0	0	0	0	8,064	0
LeBaron J	1,100	2,069	877	2,215	28,800	60,000
LeBaron GTS	0	0	0	0	0	2,946
N. Yorker C-Class	300	630	0	1,081	24,835	58,567
Fifth Avenue	500	0	4	778	14,769	800
Imperial	0	0	0	122	12,503	0
Total Chrysler	**1,900**	**2,699**	**881**	**4,196**	**88,971**	**122,313**
Omni	0	1,172	0	0	4,078	18,934
Daytona	700	1,364	598	1,517	19,167	49,651
Shadow	1,700	105	805	2,913	53,236	61,512
Dynasty	1,500	1,636	0	2,307	64,916	85,906
Lancer	0	0	0	0	0	1,528
Spirit	1,600	1,196	1,008	2,666	53,972	61,318
Total Dodge	**5,500**	**5,473**	**2,411**	**9,403**	**195,369**	**278,849**
CHRYSLER MOTORS	**10,900**	**11,689**	**5,232**	**19,703**	**393,089**	**556,829**
Escort	6,459	5,221	5,404	13,045	124,810	188,074
Mustang	3,705	4,234	3,537	5,019	85,081	129,081
Tempo	2,750	2,961	2,732	6,866	80,283	89,165
Taurus	7,229	7,706	7,285	18,236	211,411	221,020
Thunderbird	2,984	2,224	3,176	7,383	72,407	96,400
Total Ford Div.	**23,127**	**22,346**	**22,134**	**50,548**	**573,992**	**723,740**
Topaz	1,655	1,132	1,675	3,653	31,672	41,826
Cougar	1,907	2,194	2,168	4,715	48,070	82,091
Sable	2,546	2,389	2,636	6,311	64,271	71,330
Total Mercury	**6,108**	**5,715**	**6,479**	**14,679**	**144,013**	**195,247**
Continental	1,539	1,069	1,555	3,673	35,628	40,836
Mark VII	457	0	37	682	13,496	13,978
Town Car	3,088	2,105	3,052	7,272	92,989	76,569
Total Lincoln	**5,084**	**3,174**	**4,644**	**11,627**	**142,113**	**131,383**
Total L-M Div.	**11,192**	**8,889**	**11,123**	**26,306**	**286,126**	**326,630**
FORD MOTOR CO.	**34,319**	**31,235**	**33,257**	**76,854**	**860,118**	**1,050,370**
Skyhawk	0	0	0	0	0	6,913
Skylark/Somerset	961	0	0	5,580	52,856	34,873
Century	0	1,505	1,592	6,238	41,930	75,358
Riviera	0	0	0	856	13,116	11,348
Electra/Park Ave.	0	1,429	0	3,961	21,027	44,824
LeSabre (fwd)	0	0	0	9,186	96,724	90,007
LeSabre (rwd)	0	0	0	0	4,022	4,102
Reatta	0	0	0	581	5,277	3,140
Total Buick	**961**	**2,934**	**1,592**	**26,402**	**234,952**	**270,565**
Eldorado	0	0	0	837	12,261	19,103
Seville	0	0	0	2,019	22,806	13,997
Brougham (rwd)	980	0	945	2,045	15,781	21,933
DeVille (fwd)	0	2,676	0	6,356	95,902	120,078
Allante	89	79	89	125	2,694	1,998
Total Cadillac	**1,069**	**2,755**	**1,034**	**11,382**	**149,444**	**177,109**
Cavalier	4,137	6,337	2,414	20,615	195,419	228,635
Camaro	2,048	0	1,923	4,246	40,731	64,591
Celebrity	0	0	0	0	0	70,349
Corsica/Beretta	1,355	0	4,024	21,718	168,387	229,026
Caprice	5,863	0	6,276	16,341	155,266	112,761
Corvette	0	333	584	2,163	14,645	16,533
Total Chevrolet	**13,403**	**6,670**	**15,221**	**65,083**	**574,448**	**721,895**
Calais	1,061	0	0	7,016	60,350	56,481
Cutlass Ciera	0	771	1,890	7,436	48,972	55,842
Cutlass Supreme	1,985	0	2,017	8,401	53,598	52,522
Toronado	0	0	0	467	9,509	4,845
88 (fwd)	0	0	0	7,120	62,139	85,904
88 (rwd)	0	0	0	0	1,214	5,065
98	0	950	0	2,402	32,784	44,292
Total Oldsmobile	**3,046**	**1,721**	**3,907**	**32,842**	**268,566**	**304,951**
Sunbird	3,413	2,923	2,795	7,383	89,389	90,475
Grand Am	4,800	246	2,863	12,756	121,386	143,815
Firebird	1,313	0	1,154	2,628	25,402	35,352
Grand Prix	0	0	3,116	12,121	72,444	71,786
Pontiac 6000	0	821	1,383	5,448	36,411	49,159
Bonneville	0	1,824	0	3,533	46,523	53,609
Safari/Parisienne	0	0	0	0	0	2,691
Total Pontiac	**9,526**	**5,814**	**11,311**	**43,869**	**391,555**	**445,887**
GENERAL MOTORS	**28,005**	**19,894**	**33,065**	**179,579**	**1,618,965**	**1,921,467**
DIAMOND-STAR	**3,195**	**2,479**	**2,757**	**9,478**	**76,286**	**34,155**
HONDA	**8,979**	**7,289**	**9,055**	**30,438**	**258,078**	**227,207**
Civic	2,040	2,602	2,247	7,086	69,912	77,804
Accord	6,939	4,687	6,808	23,352	188,166	149,403
MAZDA†	**3,731**	**2,843**	**4,066**	**13,408**	**182,580**	**121,387**
NISSAN	**0**	**1,878**	**0**	**1,062**	**51,096**	**69,383**
NUMMI	**4,190**	**4,190**	**4,185**	**17,442**	**126,117**	**123,087**
Corolla	2,100	1,741	2,143	8,878	63,397	49,673
Geo Prizm/Nova	2,000	2,449	2,042	8,564	62,720	73,334
SUBARU-ISUZU	**800**	**0**	**759**	**2,470**	**15,755**	**0**
TOYOTA	**4,338**	**3,701**	**4,435**	**14,710**	**128,799**	**74,991**
TOTAL CARS, U.S.	**98,167**	**84,998**	**98,811**	**385,144**	**3,630,794**	**4,178,736**
TOTAL CARS, CANADA	**9,685**	**12,594**	**16,091**	**71,127**	**619,971**	**582,143**
U.S., CANADA CARS	**107,852**	**97,592**	**112,902**	**436,271**	**4,250,765**	**4,760,879**
U.S., CANADA CARS AND TRUCKS	**183,591**	**181,119**	**282,172**	**730,548**	**7,173,134**	**7,909,893**

Monthly estimates may contain error of one or two units due to rounding.
†—Total includes MX-6, 626, and Ford Probe
*—Estimated

CANADIAN CAR	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Monaco	333	0	0	571	5,920	0
Premier	722	1,055	0	2,208	5,832	23,266
CHRYSLER MOTORS	**1,055**	**1,055**	**0**	**2,779**	**11,752**	**23,266**
Tempo	0	3,249	0	0	69,481	75,363
Topaz	0	1,370	0	0	25,040	32,267
Crown Victoria	2,866	2,537	2,787	6,672	72,514	73,456
Grand Marquis	2,414	2,541	2,339	5,514	63,530	79,091
FORD MOTOR CO.	**5,280**	**9,697**	**5,126**	**12,186**	**230,565**	**260,177**
Celebrity	0	0	754	4,147	20,319	15,231
Cutlass Ciera	0	0	1,649	8,842	53,487	95,976
Lumina	0	0	3,358	17,683	132,220	81,640
Regal	0	0	2,958	12,282	57,182	43,462
GENERAL MOTORS	**0**	**0**	**8,719**	**42,954**	**263,208**	**236,309**
HONDA	**2,150**	**1,842**	**2,066**	**6,975**	**62,079**	**49,160**
HYUNDAI	**0**	**0**	**0**	**1,376**	**11,243**	**0**
TOYOTA	**1,200**	**0**	**0**	**4,173**	**35,871**	**8,044**
VOLVO	**0**	**0**	**180**	**584**	**5,253**	**5,187**
TOTAL CARS, CANADA	**9,685**	**12,594**	**16,091**	**71,127**	**619,971**	**582,143**

U.S. TRUCK	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Caravan	0	1,191	1,762	7,795	67,046	62,688
Dakota	1,100	1,619	1,003	1,725	40,049	57,764
Caravan C/V	0	15	3	362	4,171	4,520
Ram pickups	1,700	1,623	1,512	2,621	59,323	57,865
Total Dodge	**2,800**	**4,448**	**4,280**	**12,503**	**170,589**	**182,837**
Cherokee	0	4,116	0	0	90,190	133,924
Comanche	0	472	0	0	4,241	18,023
Grand Wagoneer	0	315	0	0	3,770	6,849
Wagoneer	0	77	0	0	2,185	5,224
Total Jeep	**0**	**4,980**	**0**	**0**	**100,386**	**164,020**
Voyager	0	1,020	1,588	6,940	62,823	59,234
Town & Country	0	0	3	130	2,078	1,874
Total C-P Div.	**0**	**1,020**	**1,591**	**7,070**	**64,901**	**61,108**
CHRYSLER MOTORS	**2,800**	**10,448**	**5,871**	**19,573**	**335,876**	**407,965**
Aerostar	5,785	4,000	4,854	11,568	122,058	139,494
Bronco	991	1,401	951	2,391	31,328	47,307
Bronco II/Explorer	5,755	2,099	5,749	13,449	104,986	73,471
Econoline	4,049	4,210	3,986	9,687	115,778	141,262
Mediums/Heavies	1,144	1,158	1,367	3,053	32,180	38,815
Light trucks	9,110	8,940	8,925	21,934	268,672	322,010
Ranger	5,901	4,019	5,937	13,513	170,576	192,339
Total Ford Div.	**32,735**	**25,827**	**31,769**	**75,595**	**845,578**	**952,698**
FORD MOTOR CO.	**32,735**	**25,827**	**31,769**	**75,595**	**845,578**	**952,698**
Astro	2,977	2,977	2,247	11,820	74,770	101,240
Blazer	369	530	374	1,555	10,762	17,426
Lumina APV	0	0	1,904	7,435	58,553	0
Mediums/Heavies	302	270	159	1,041	5,005	6,486
P-Model	0	0	492	2,201	15,501	20,749
Pickups	8,038	7,451	9,251	32,187	249,657	246,852
S-10	4,736	4,864	4,551	20,333	143,965	164,665
S-10 Blazer	4,079	3,895	3,562	16,382	59,631	119,725
Sportsvan/Van	0	1,391	0	1,172	37,788	60,202
Suburban	1,607	1,544	1,478	6,297	42,346	48,687
Total Chevrolet	**22,108**	**22,922**	**24,018**	**100,422**	**697,978**	**782,313**
Jimmy	107	153	83	396	3,323	5,157
Mediums/Heavies	434	673	151	1,445	5,571	10,341
P-Model	0	0	206	491	2,063	2,916
Pick-ups	1,157	2,342	289	8,725	89,497	73,133
S-1/Sonoma	978	1,188	1,312	4,238	33,116	37,471
S-15 Jimmy	1,185	1,116	1,636	5,602	20,457	33,284
Safari	842	772	1,456	3,997	27,280	26,263
Suburban	779	505	857	3,546	21,211	19,022
Vandura/Rally Vans	0	1,083	0	777	14,129	16,740
Total GMC	**5,482**	**7,832**	**5,980**	**29,216**	**216,647**	**218,386**
Olds Silhouette	0	0	1,152	4,636	23,636	0
Pontiac Trans Sport	0	0	1,069	8,871	36,842	0
GENERAL MOTORS	**27,590**	**30,754**	**32,229**	**143,145**	**975,103**	**1,000,699**
NAVISTAR	**1,580**	**1,745**	**1,606**	**3,842**	**44,709**	**50,376**
NISSAN	**2,450**	**2,360**	**3,200**	**6,798**	**87,334**	**72,425**
SUBARU-ISUZU	**810**	**0**	**915**	**3,239**	**16,476**	**0**
AM GENERAL*	**450**	**450**	**450**	**1,980**	**13,590**	**13,590**
MISCELLANEOUS*	**3,000**	**3,000**	**3,000**	**13,200**	**90,600**	**84,600**
TOTAL TRUCKS, U.S.	**71,415**	**74,584**	**79,040**	**267,372**	**2,409,266**	**2,582,353**

CANADIAN TRUCK	Week Ended Aug. 4, 1990	Week Ended Aug. 5, 1989	Week Ended July 28, 1990	July Est.	Jan. 1 to Aug. 4, 1990	Jan. 1 to Aug. 5, 1989
Caravan	20	2,033	0	8	82,729	84,064
Caravan C/V	0	119	0	0	5,610	7,158
Ram Wagon	0	12	3	482	14,247	15,578
Ram Van	0	193	3	1,084	33,762	39,800
Total Dodge	**20**	**2,357**	**6**	**1,574**	**136,348**	**146,600**
Voyager	19	1,949	0	8	65,770	74,732
Total Plymouth	**19**	**1,949**	**0**	**8**	**65,770**	**74,732**
Wrangler	564	1,655	44	3,222	33,657	47,446
Total Jeep	**564**	**1,655**	**44**	**3,222**	**33,657**	**47,446**
CHRYSLER MOTORS	**603**	**5,961**	**50**	**4,803**	**235,775**	**268,778**
FORD MTR. (lt. trks.)	**3,496**	**2,732**	**3,311**	**4,709**	**84,048**	**95,863**
Light trucks	0	0	4,858	14,433	102,358	97,446
Vans	0	0	1,448	5,384	31,928	36,743
Total Chevrolet	**0**	**0**	**6,306**	**19,817**	**34,286**	**134,189**
Light trucks	0	0	170	4,221	39,732	42,381
Vans	0	0	166	1,812	13,309	18,057
Total GMC	**0**	**0**	**336**	**6,033**	**53,041**	**60,438**
GENERAL MOTORS	**0**	**0**	**6,642**	**25,850**	**187,327**	**194,627**
NAVISTAR	**225**	**250**	**227**	**542**	**5,953**	**7,393**
TOTAL TRKS. CANADA	**4,324**	**8,943**	**10,230**	**35,905**	**513,103**	**586,661**
U.S., CANADA TRKS.	**75,739**	**83,527**	**89,270**	**303,277**	**2,922,369**	**3,149,014**

*—Estimated
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.